



FIG. 1

Replacement Sheet

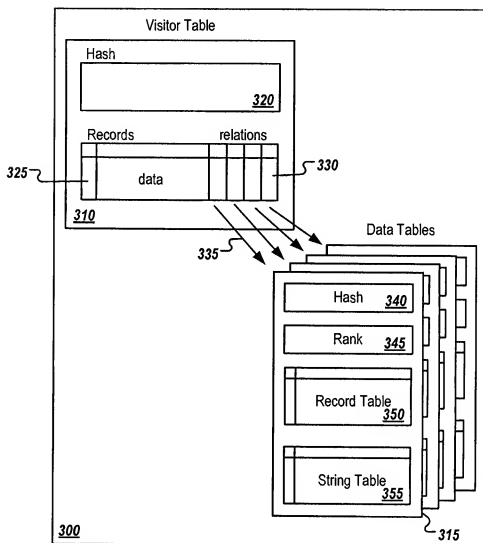


FIG. 2

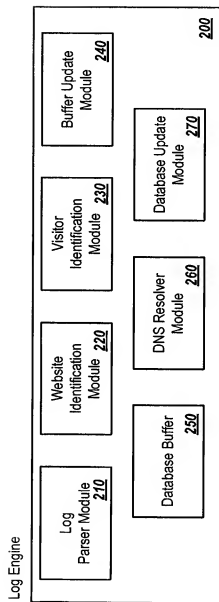


FIG. 3

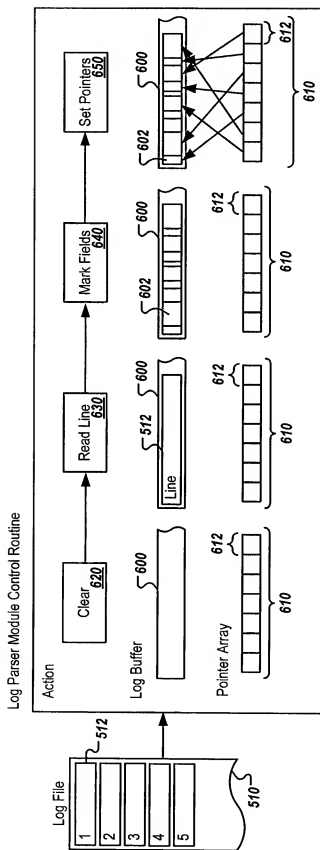


FIG. 4

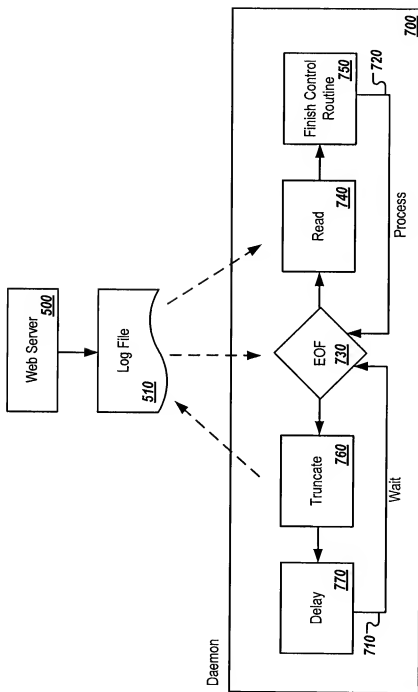


FIG. 5

+

Replacement Sheet

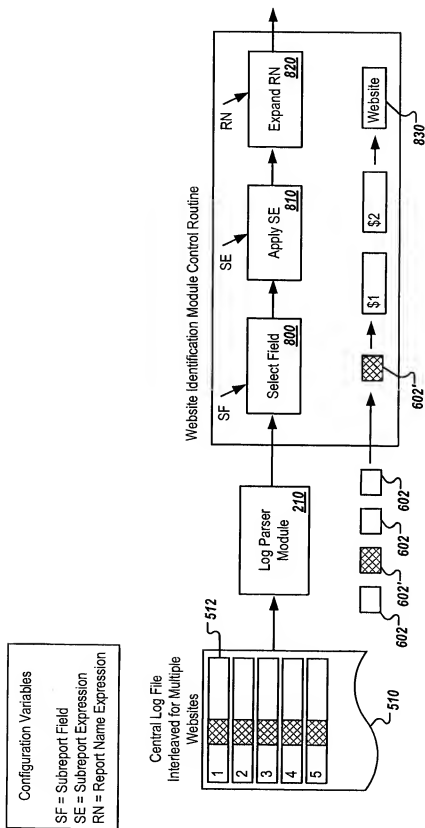


FIG. 6

+

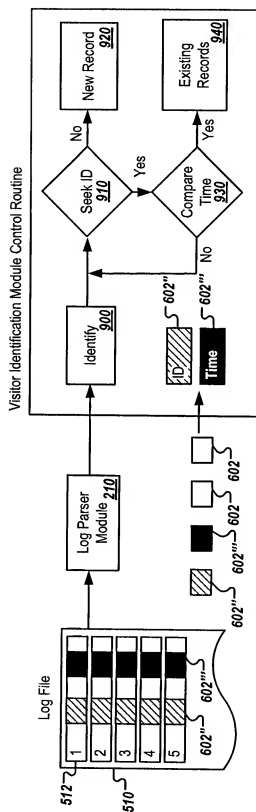


FIG. 7

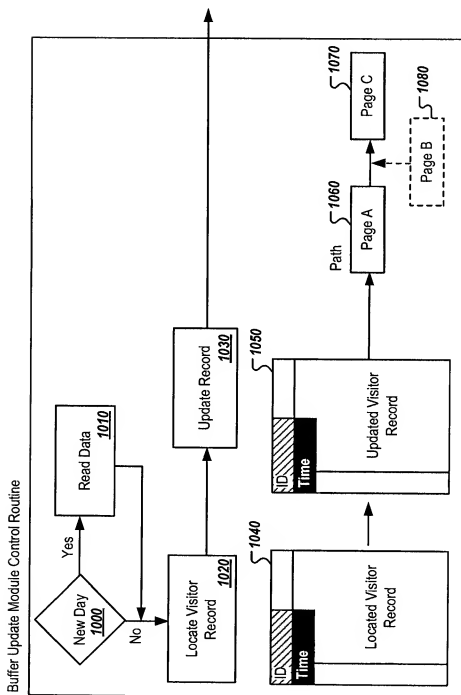


FIG. 8

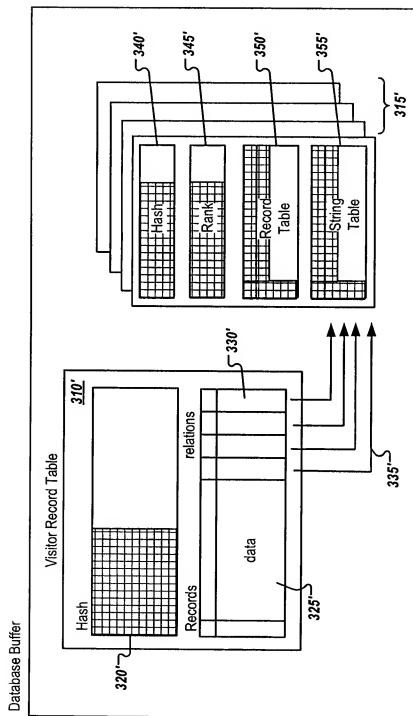


FIG. 9

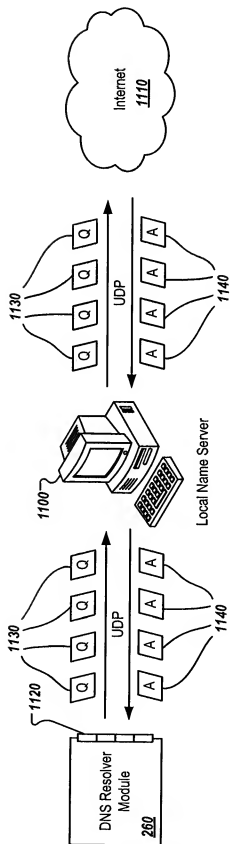


FIG. 10

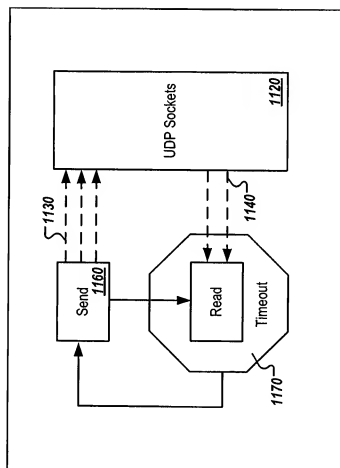


FIG. 11

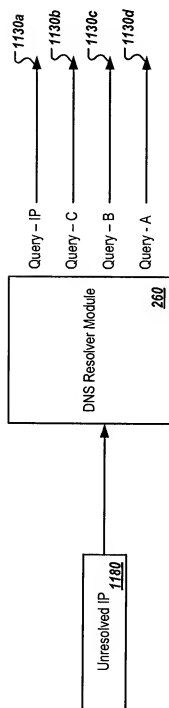


FIG. 12



FIG. 13

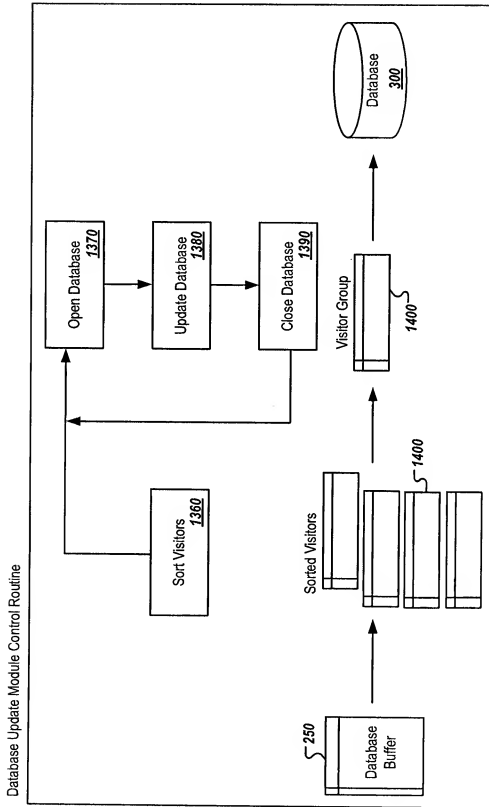


FIG. 14

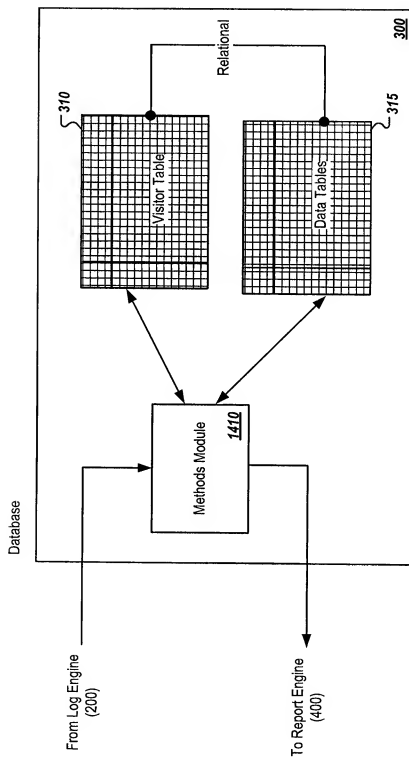


FIG. 15

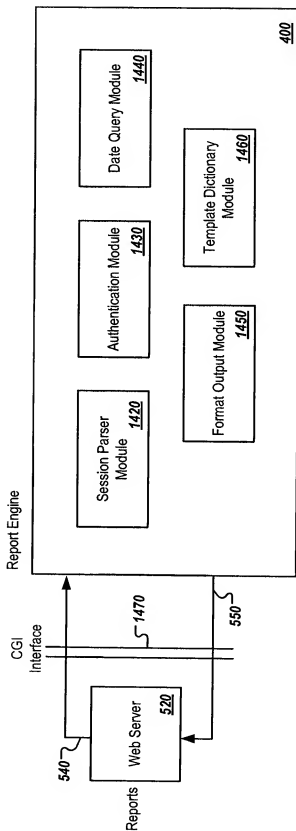


FIG. 16

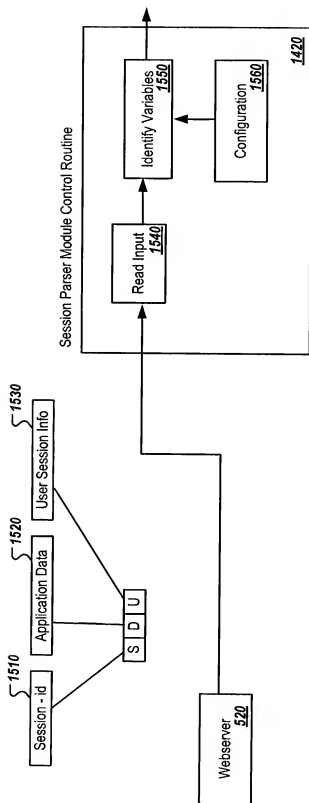


FIG. 17

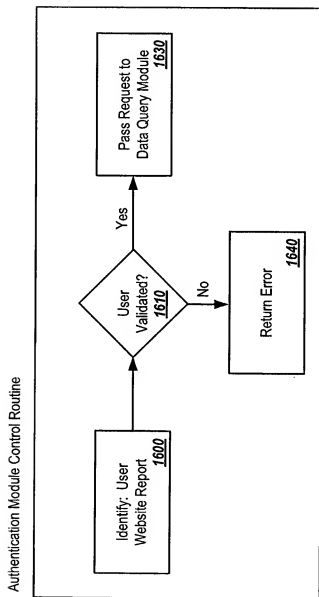


FIG. 18

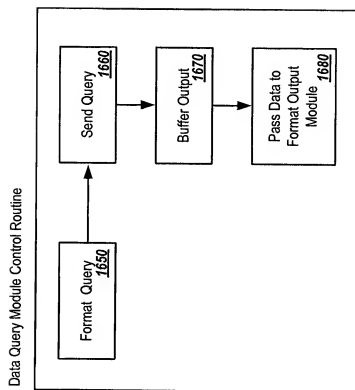


FIG. 19

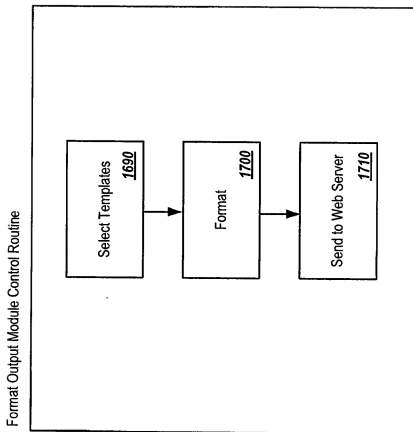


FIG. 20

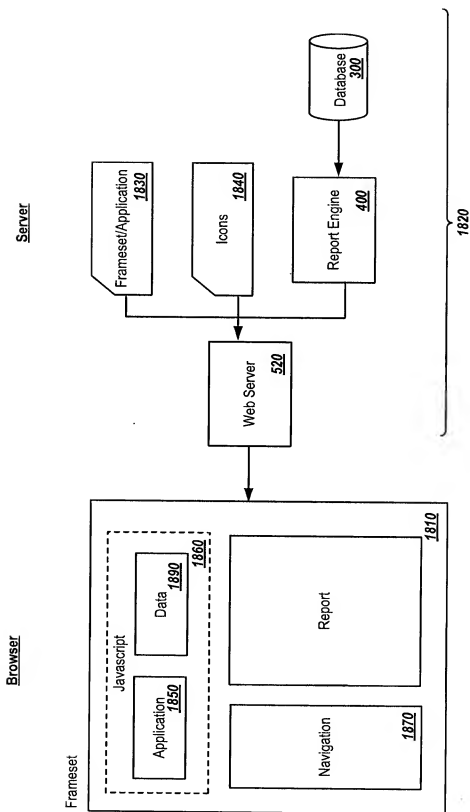


FIG. 21

Replacement Sheet

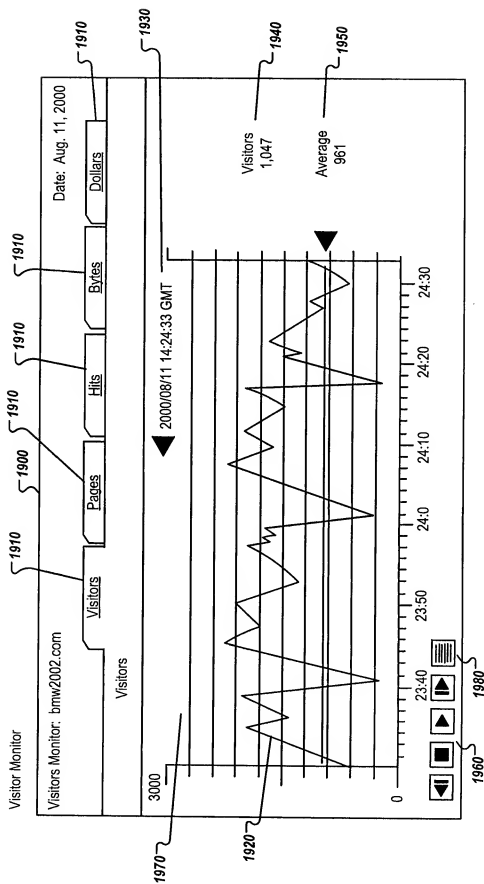


FIG. 22

+

Replacement Sheet

Temporal Visitor Drill Down

Temporal Visitor Drill Down: bmw2002.com

Date & Time: 2000

Temporal Visitor Drill Down

IP Address	Hits	Pageviews	Bytes	Length of Visit
1. 192.168.10.10	2020 ↗ 4,802	2040 ↗ 4,023	2030 ↗ 20.00 MB	2030 ↗ 32 sec
2. 192.168.10.11	2,201	2,084	23.23 MB	190 sec
3. 223.234.298.95	235	1	5 K	7 sec
4. 199.234.384.323	9	983	2.20 M	308 sec
5. 293.342.983.5	2	2	45 K	32 sec
Totals	6,802	6,107	43.23 MB	212 sec

FIG. 23

+

Replacement Sheet

Visitor Footprint				Entrance Time: 2100 Exit Time:	
Visitor Footprint: bmw2002.com					
Visitor Footprint					
IP Address	132.129.18.9	2180 Windows 2000		2180 N	
User Name	Jimbo				
Pageviews	200				
Hits	235,797				
Bytes	925.9				
Length of Visit	263 sec	Platform Browser		Windows 2000 Netscape 4.7	
Referral					
Referral	aol.com/dirsearch.adp	Domain	aol.com		
Keyword	Casting	Country	uk (United Kingdom)		
Search Engine	google.com				
Visitor Path					
E-Commerce					
1. index.html (Entrance)					
2. products/index.html					
3. products/coolshoes.html					
4. products/verycoolshoes.html					
5. products/reallycoolshoes.html					
6. help/reallycoolshoes.html					
7. about/reallycoolshoes.html					
8. help/reallycoolshoes.html					
9. contact/helpform.html					
10. contact/helpform.html (Exit)					
Total Dollars \$200					
Time of Purchase May 12, 1999 12:14:22		Region San Diego, CA (US)		Invoice ID 13344	
Streaming					
Clip	Media Player (Type)	Time (Resends, Failed)	Bytes Sent (Total)		
1. thankyou.rm	RealPlayer 4.0 (rm)	300 sec (5,2)	2 MB (20 MB)		
2. welcome.asf	Media Player 4.0 (asf)	200 sec (9,3)	2.5 MB (3 MB)		

FIG. 24

Replacement Sheet

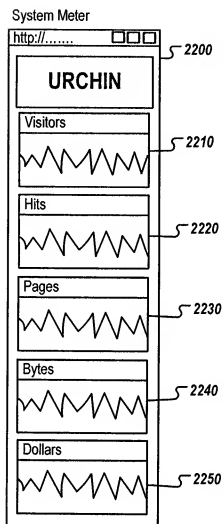


FIG. 25



FIG. 26

3100

3110

3120

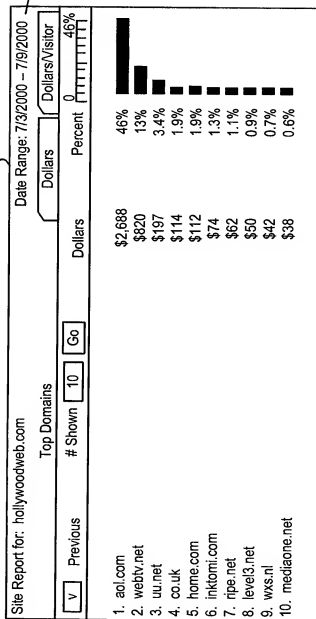


FIG. 27

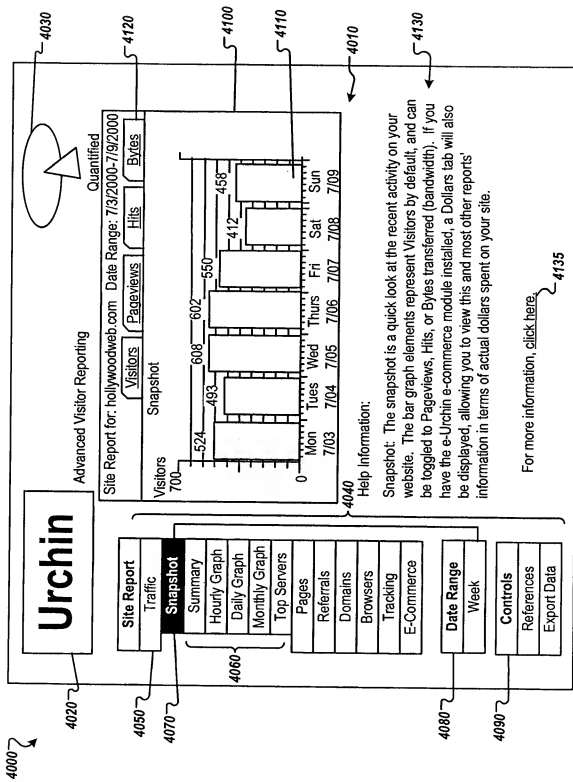


FIG. 28

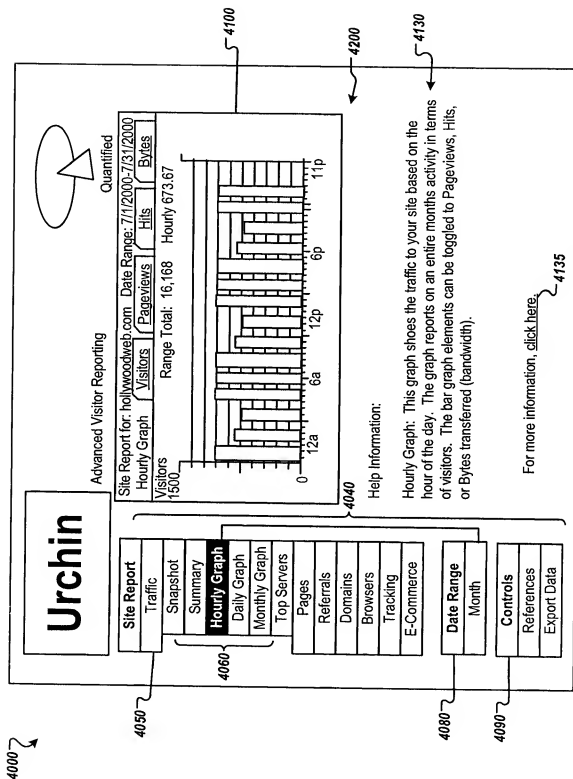


FIG. 29



Replacement Sheet

4000

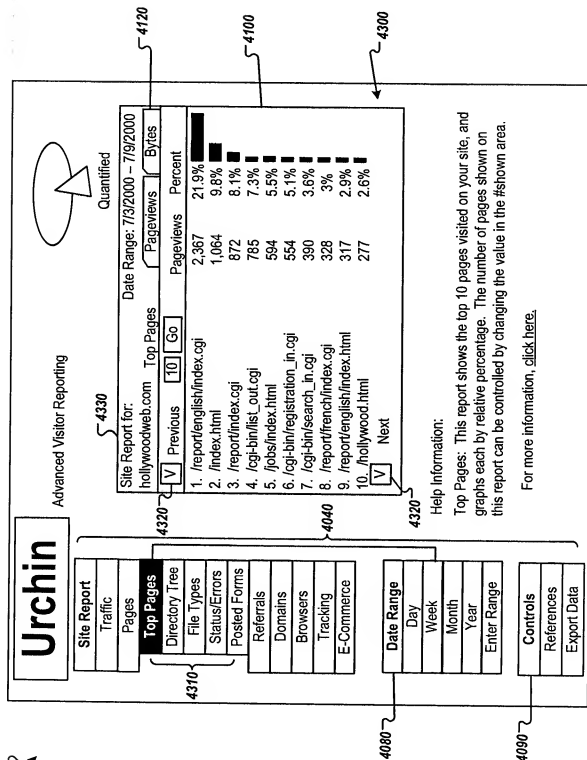
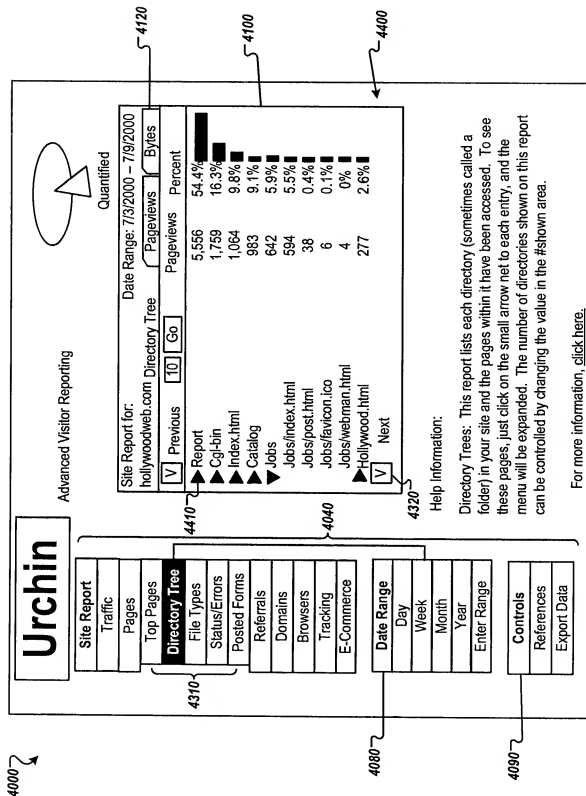


FIG. 30



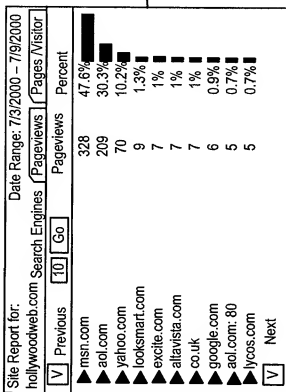
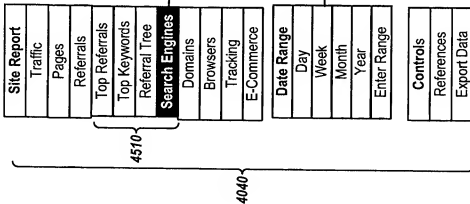


Replacement Sheet



Urchin

Advanced Visitor Reporting



Help information:

Search Engines: This report lists each search engine that was successfully used to find your site. By clicking on the small blue arrow next to each entry, you can see the actual keywords people typed. For a webmaster, this is one of Urchin's most useful reports. It shows you precisely how well your site is registered on the search engines, and which keywords are bringing you traffic. This can be very useful if you have recently registered or changed the content of your site

For more information, [click here.](#)

FIG. 32

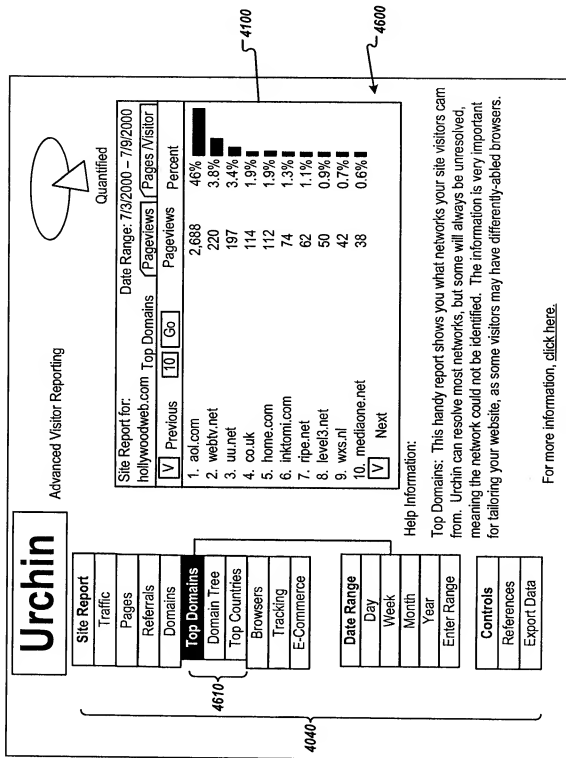


FIG. 33



Urchin

Advanced Visitor Reporting

Site Report
Traffic
Pages
Referrals
Domains
Browsers
Browser Tree
Platform Tree
Top Combos
Tracking
E-Commerce
Date Range
Day
Week
Month
Year
Enter Range
Controls
References
Export Data

4710

4040

Quantified

Site Report for:		Date Range: 7/3/2000 - 7/9/2000	
hollywoodweb.com		Browser Tree	
<input checked="" type="checkbox"/> V	Previous	<input type="text" value="100"/> Go	<input type="checkbox"/> Pages / Visitor
▲	Explorer	3,141	86.3%
▲	Netscape	334	9.2%
▲	Slurp	33	0.9%
▲	ArchilexSpider	25	0.7%
▲	Slurp.so	21	0.6%
▲	Lycos_Spider_(T	19	0.5%
▲	RedAlert.com	9	0.2%
▲	LEIA	9	0.2%
▲	Lesszilla	7	0.2%
▲	Katirona	6	0.2%
<input checked="" type="checkbox"/> V	Next		

4100

4700

Help Information:

Browser Tree: This report lists the top browsers, such as Netscape Navigator and Microsoft Internet, that people used to visit your site. You will also see robots, such as those used by search engines to find website content, and other types of automated internet programs listed. By clicking the arrow next to each entry you can see the versions of each particular browser or agent.

For more information, [click here](#).

FIG. 34



Replacement Sheet

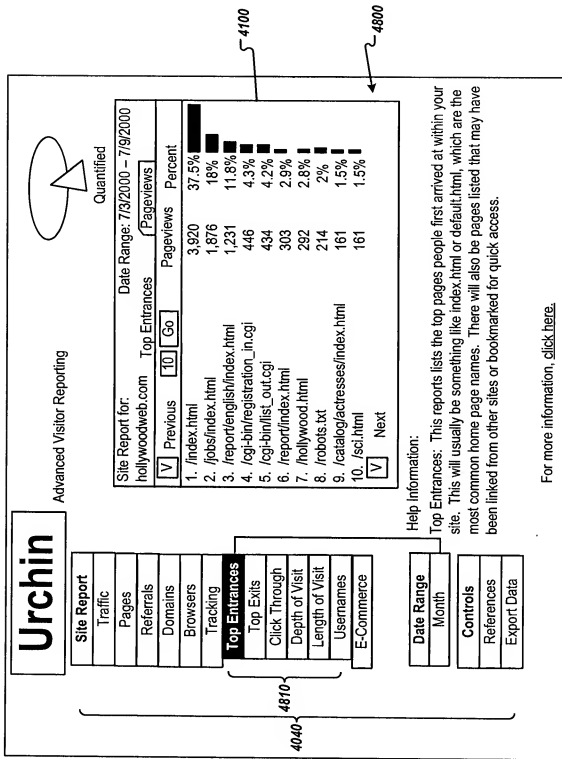


FIG. 35



Urchin

Advanced Visitor Reporting

Site Report
Traffic
Pages
Referrals
Domains
Browsers
Tracking
E-Commerce
Totals
Top Products
Product Tree
Regions
Top Stores
Date Range
Day
Week
Month
Year
Enter Range
Controls
References
Export Data

4040

4910

Site Report for: hollywoodweb.com		Date Range: 7/1/2000 - 7/31/2000	
<input checked="" type="checkbox"/> Previous	<input type="checkbox"/> Go	<input type="checkbox"/> Dollars	<input type="checkbox"/> Percent
1. Large Hats	\$2,688	46%	
2. Small Hats	\$220	3.8%	
3. Belt Buckles	\$197	3.4%	
4. Silver Buckles	\$114	1.9%	
5. Gold Buckles	\$112	1.9%	
6. Womens Jeans	\$74	1.3%	
7. Mens Jeans	\$62	1.1%	
8. Blue Shirts	\$50	0.9%	
9. Red Shirts	\$42	0.7%	
10. Binkinis	\$38	0.6%	
<input checked="" type="checkbox"/> Next			

4100

4900

Help Information:

Top Products: This report lists the top items sold on your website, along with the percent of total sales each represents, and a relative bar graph for quick visual indication. Along with each item in the list, the category (if applicable) for the item is listed.

For more information, [click here](#).

FIG. 36